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*DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR*
L10    11 and (dynamic and static near data or dynamic or static near information)
116    L10
L9    11 and (dynamic and static near data or information)
313    L9
L8    11 and dynamic and static near data
3    L8*DB=USPT; PLUR=YES; OP=OR*
L7    4909516.pn.
1    L7
L6    4996705.pn.
1    L6
L5    5119295.pn.
1    L5
L4    5761647.pn.
1    L4*DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR*
L3    11 and secure same information
49    L3
L2    11 and set near top near box
12    L2
L1    market adj analysis
364    L1

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Terms	Documents
L36 and set near top near box	9

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*DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR*

<u>L37</u>	L36 and set near top near box	9	<u>L37</u>
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<u>L36</u>	L35 and static and dynamic near data	19	<u>L36</u>
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<u>L35</u>	demographic near data	1404	<u>L35</u>
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<u>L34</u>	L22 and (secure or security or encrypted)	21	<u>L34</u>
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*DB=USPT; PLUR=YES; OP=OR*

<u>L33</u>	5663757.pn.	1	<u>L33</u>
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<u>L32</u>	5696906.pn.	1	<u>L32</u>
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<u>L31</u>	5724091.pn.	1	<u>L31</u>
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<u>L30</u>	5774170.pn.	1	<u>L30</u>
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<u>L29</u>	5815671.pn.	1	<u>L29</u>
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*DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR*

<u>L28</u>	L22 and (secure or security)	21	<u>L28</u>
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*DB=USPT; PLUR=YES; OP=OR*

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<u>L26</u>	5724091.pn.	1	<u>L26</u>
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<u>L25</u>	5774170.pn.	1	<u>L25</u>
<u>L24</u>	5815671.pn.	1	<u>L24</u>
<u>L23</u>	6029045.pn.	1	<u>L23</u>
<i>DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR</i>			
<u>L22</u>	L21 and set near top near box	35	<u>L22</u>
<u>L21</u>	L20 and demographic near data	320	<u>L21</u>
<u>L20</u>	("inverse demographic matrix algorithm" or "idm algorithm" or correlations)	148044	<u>L20</u>
<u>L19</u>	("inverse demographic matrix algorithm" or "idm algorithm")	1	<u>L19</u>
<i>DB=USPT; PLUR=YES; OP=OR</i>			
<u>L18</u>	5640546.pn.	1	<u>L18</u>
<u>L17</u>	5655077.pn.	1	<u>L17</u>
<u>L16</u>	5687236.pn.	1	<u>L16</u>
<u>L15</u>	5689587.pn.	1	<u>L15</u>
<u>L14</u>	5692180.pn.	1	<u>L14</u>
<u>L13</u>	5740549.pn.	1	<u>L13</u>
<u>L12</u>	5745604.pn.	1	<u>L12</u>
<u>L11</u>	5748763.pn.	1	<u>L11</u>
<u>L10</u>	5748783.pn.	1	<u>L10</u>
<u>L9</u>	5748960.pn.	1	<u>L9</u>
<u>L8</u>	5754849.pn.	1	<u>L8</u>
<u>L7</u>	5757914.pn.	1	<u>L7</u>
<u>L6</u>	5758152.pn.	1	<u>L6</u>
<u>L5</u>	5765152.pn.	1	<u>L5</u>
<u>L4</u>	5768426.pn.	1	<u>L4</u>
<i>DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR</i>			
<u>L3</u>	L2 and static near data	4	<u>L3</u>
<u>L2</u>	L1 and dynamic near data	22	<u>L2</u>
<u>L1</u>	mathematic\$ near algorithm	3030	<u>L1</u>

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L10: Entry 107 of 116

File: USPT

Jul 16, 1996

US-PAT-NO: 5537590

DOCUMENT-IDENTIFIER: US 5537590 A

TITLE: Apparatus for applying analysis rules to data sets in a relational database  
to generate a database of diagnostic records linked to the data sets

DATE-ISSUED: July 16, 1996

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Amado; Armando	Guatemala			GT

APPL-NO: 08/ 102581 [PALM]

DATE FILED: August 5, 1993

INT-CL: [06] G06 F 17/00, G06 F 17/30US-CL-ISSUED: 395/600; 395/50, 395/51, 395/52, 395/153, 395/157, 364/225, 364/274.2,  
364/283.4, 364/286.3, 364/DIG.1US-CL-CURRENT: 707/2; 706/45FIELD-OF-SEARCH: 395/600, 395/575, 395/50, 395/51, 395/52, 395/55, 395/911, 395/153,  
395/157, 371/15.1, 371/29.1, 371/19, 371/21.1

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L6 and set-top near box	57

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<u>L7</u>	L6 and set-top near box	57	<u>L7</u>
<u>L6</u>	L3 and (unique near id or unique near identi\$)	1197	<u>L6</u>
<u>L5</u>	L4 and television near market\$	4	<u>L5</u>
<u>L4</u>	L3 and sampling	5390	<u>L4</u>
<u>L3</u>	(data near analysis or data near mining)	29147	<u>L3</u>
<u>L2</u>	actuarial near analysis	25	<u>L2</u>
<u>L1</u>	privacy-secure near actuarial near analysis	2	<u>L1</u>

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## End of Result Set

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L36: Entry 19 of 19

File: USPT

Sep 21, 1999

DOCUMENT-IDENTIFIER: US 5956693 A

TITLE: Computer system for merchant communication to customers

Detailed Description Text (15):

Referring to FIGS. 2, 3a and 3b, the marketing database 19 and strategy database 21 of the present invention are relational databases which follow a standard Structured Query Language (SQL). FIG. 2 illustrates the data structure for supporting the marketing database 19. Included in the marketing database 19 of a given merchant are a customer master table 20 and a program master table 22. The customer master table 20 holds a record for each customer of the merchant. In the record of a given customer, the customer is identified by a unique customer number ("Customer NR"). The record also indicates a current and prior grouping of the customer by a segment number ("Segment NR"), a prior segment number ("Prior Segment NR") and corresponding dates ("Date in Segment" and "Date in Last Segment"). The record also reflects the date of the last communication with the customer and the date the customer was originally added to the merchant's customer list. Other fields of the record include (a) contact data (address, phone/fax numbers, E-mail address, etc.), (b) demographic data (e.g., age, gender, marital status, etc.), and (c) general shopping activity, (e.g., "last purchase date" and "purchase frequency") among others depending on the type of business of the merchant.

Detailed Description Text (38):

Preferably, each allocator 43 is a combination of discriminating components which effectively forms an allocation filter 45. As illustrated in FIG. 4c, allocation filters 45 are merchant-defined discriminators which can be based on any known information of a new customer. That is, the allocation filters 45 are formed from any data such as geographical (state, city, zip), age, gender, educational background, etc. The allocation filters 45 may also be built from derived data, such as a demographic cluster index based on postal zip code. The only requirement is that the information on which the allocation filter 45 is based is either known (e.g., address data) or can be directly derived from data that are initially known of a new customer.

Detailed Description Text (45):

Referring back to FIG. 4a, segmentation in the present invention is performed based on a combination of static data (demographics, psychographics, etc.) and dynamic data (behavior) as provided by the merchant and stored in the marketing database 19. Further, initial (or entry) segmentation is achieved through the allocation routine 40 (allocators 43), but subsequent segmentation (or resegmentation) is performed on an ongoing basis by a dynamic behavioral segmentation routine 31 (FIG. 4a). The strength of the invention segmentation process/routine 31 is in its dynamic nature. That is, when a customer's behavior develops or changes, he or she is automatically resegmented by segmentation routine 31 based on the predefined criteria called "triggers" 49.

Detailed Description Text (55):

Program filters 57 are similar to allocation filters 45 (FIG. 4c) and may be formed of the same components 47. That is, they may be built from any data such as geographical, age, gender, educational background, derived data such as demographic cluster index based on zip code, etc., as known or directly derived by the merchant based on knowledge about the customer. Program filters 57, however, are used to extract subsets of customer groupings from segments 39 when desired. Because most segments 39 will harbor more information about a customer than what was known at the initial contact, program filter 57 components cover a broader range than allocation filter components 47. For example, proven information about seasonal purchase behavior or product preferences (which are developed based on actual behavior) may be built into a program filter 57 but not into an allocation filter 45 since it is not known at the time the merchant creates the allocation filter 45.

**WEST**

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L22: Entry 30 of 35

File: USPT

Oct 8, 2002

DOCUMENT-IDENTIFIER: US 6463585 B1

TITLE: Targeted advertisement using television delivery systems

Brief Summary Text (38):

In the above embodiments, program signals are relayed to and information is extracted from the television terminals. The television terminals may be digital set top boxes that connect between a cable television delivery system and a television. Alternately, the television terminals may be components of digital television satellite receivers. Finally, the television terminals may be incorporated into the circuitry of the television, thereby eliminating the need for a separate control device attached to the television.

Drawing Description Text (38):

FIG. 29 is the subroutine flow chart for processing programs watched matrices through correlation algorithms.

Detailed Description Text (15):

The packaging of the digital signals is typically performed at the operations center 202 by computer assisted packaging equipment (CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard video editing equipment. A programmer packages the signals by entering certain information into the CAP. This information includes the date, time slot, and program category of the various programs. The programmer and the CAP utilize demographic data and ratings in performing the packaging tasks. Extracts of customer purchases will be provided to the Operations Center 202. These extracts of information will be formatted and correlated with customer demographics for marketing purposes by the Marketing Information Interface (MII) 702. The MII 702 is shown in FIG. 2a. The Marketing Information Interface (MII) 702 subroutine interfaces the processing and editing subroutines with marketing data. This interface regularly receives programs watched information from billing sites 720, cable headends 208, or set top terminals 220. In addition, other marketing information 722 such as the demographics of viewers during certain time periods may be received by the MII 702. The MII 702 also uses algorithms 724 to analyze the program watched information and marketing data 720, 722, and provides the analyzed information to the processing and editing subroutines.

Detailed Description Text (127):

The spot placement engine 307 determines which specific advertisements are to be placed in each available open pod of the program break. The spot placement engine 307 first receives the list of available advertisements/promotional material from the advertisement/promotion module 287. In cooperation with the break management engine 305, the spot placement engine 307 then determines which of the available advertisements/promotions should air in each pod during the broadcast of a program. This may include assigning the advertisement/promotion to the program channel to serve as the default targeted advertisement in case a feeder channel is not available to provide alternate targeted advertising, or in case a set top terminal 220 is unable to switch to the feeder channel. For example, if the preferred category of targeted advertisement for the program "All My Children" is ADI, the spot placement engine 307 will select one or more targeted advertisements from the list of available advertisements/promotions to air during program breaks in the broadcast. If the demographic or other data assembled by the configuration set-up system 293 indicates that more than one targeted advertisement should be played, depending on the ADI, then the spot placement engine 307 will select the appropriate number of targeted advertisements from the available advertisement/promotional module 287 and will assign each targeted advertisement to a specific feeder channel and the program channel. The operation of the spot placement engine 307 to assign the targeted advertisements will be described later in more detail.

Detailed Description Text (129):

The group assignment engine 309 provides an output to the switching plan generator

291. The output indicates which group assignment numbers .e., which groups of set top terminals 220) are assigned to each of the program channel and the feeder channels for each program break in each program. The switching plan generator 291 then generates the bit word, or group mask assignment that is used to assign the groups to the program channels and the feeder channels. Once generated, the switching plan is distributed to control points that are then responsible for final delivery to the set top terminals 220. The control points can include the local cable headends 208. Alternately, the switching plans can be distributed directly to the set top boxes 220 from the operations center 202. For example, the operations center 202 can distribute the switching plans by satellite to a satellite receiver that is co-located with the set top terminal 220. The switching plan can also be distributed to the set top terminals 220 over the telecommunications network 100 and the Internet 101.

Detailed Description Text (204):

Last, and important, marketing and customer information should be maintained. In order to effectively manage the operations, information is constantly needed on market conditions. Information is needed on the existence of markets for certain programs. The following type of information must be maintained in a Marketing and Customer Information data base: demographic profile of viewers, viewer buy information; correlation of demographic information with buy information, information rapid restructuring of program mix in response to data analysis. As a subscriber uses the system, this viewer information or viewer log data can be stored and maintained in relational database. The Marketing Information Interface 402 gathers the marketing information and indexes the information for inclusion in the Marketing and Customer Information database. An example of the type of information that is needed in this data base is a viewer profile.

Detailed Description Text (206):

The compilation of viewer demographic information has an impact on decisions based on marketing. The names of the heads of household are not used due to Privacy Act considerations. Completion of demographic data can be accomplished referencing the cable site assigned ID or the system generated ID. There are numerous variations to the field definitions listed above such as different age groupings.

Detailed Description Text (305):

The set top terminal 220 integrates either the program control signal or the set top terminal control information stream together with data stored in the memory of the set top terminal 220, to generate on-screen menu displays for assisting the subscriber in choosing programs for viewing. (Throughout the description the term "program control information" is being used to indicate control information coming from the cable headend 208 to the set top terminal 220, whether it is sent directly from the operations center 202, processed by the network controller 214 and then forwarded to the set top box (STTCIS), or transmitted over telephone lines.)

Detailed Description Text (342):

As an alternative to gathering demographic data, a simulated profile can be generated using an algorithm similar to that described below that analyzes access history and viewing habits. Using test information generated from a statistically significant number of viewers, the simulated profile algorithm estimates the viewer's age, education, sex and other relevant information. The analysis requires reviewing the viewer's programs watched and statistically comparing the viewer's programs watched with the test group. Also, the algorithm can place the subscriber or viewer in a viewer category. This analysis is transparent from the subscriber's point of view and attempts to accurately profile the viewer. Various viewers or viewer categories can later be targeted with different advertisements.

Detailed Description Text (365):

The third subroutine, block 426, processes all matrices through a set of correlation algorithms. In particular, this subroutine 426 takes matrices developed in the first two subroutines and processes the matrices until reaching a final matrix.

Detailed Description Text (367):

Once the programs watched information has been gathered from the databases, the routine 426 selects and groups, function block 430, programs watched based on program categories and time slots. The software initially takes each program category (e.g., sports, news, movies, etc.) and establishes the number of programs watched for a given time slot. The time slots may be set to any length of time, including, for example, one, two, three or four hour time frames. The software will loop through such a counting process for each group and timeslot and then proceed to build a programs watched matrix, block 432, based on the program categories and time slots. Essentially, all programs watched in a particular category and time slot will be entered into the programs watched matrix. Once the matrix has been built, the



subroutine 426 will process the matrix for a given subscriber or node of subscribers through the correlation algorithms.

Detailed Description Text (368):

A number of correlation algorithms may be used to weight each selected program category group. For example, as shown at block 434, a sum of squares algorithm may be used to determine the weighting. Once the groups have been weighted, the weighted groups will be correlated, as at block 436, with various advertisements stored in the network control databases. The software can then select a set of the most heavily weighted advertisements for transmission to individual subscribers or sets of subscribers in a cable distribution network node. Having determined the weightings of each group and prioritizing the groups accordingly, the subroutine returns 438 to the advertisement targeting sequence 374 of FIG. 28.

Detailed Description Text (369):

Referring back to FIG. 28, the fourth subroutine, as represented at function block 428, uses the final matrix developed by the correlation and weighing algorithm described above, to select a grouping (or selective filter) for each set top terminal 220. The final groupings of advertisement that may be sent to the set top terminals 220 or group of set top terminals 220 may use a subroutine as diagramed in FIG. 30.

Detailed Description Text (371):

Once the advertisements have been weighted, the software executes its correlation algorithm, 450, using selected criteria (i.e., the various factors used to weight the advertisements) as well as the output of each programs watched matrix. Any number of correlation algorithms and weighting algorithms may be used with the software, including the sum of squares weighting algorithm described above.

Detailed Description Text (372):

The results from the correlation algorithm subsequently determine the advertisements and programming material that is sent to the signal processor 209 for distribution over the cable network, as represented at block 452. Once the subroutine 428 completes these steps, the network controller CPU 224 updates the account and billing database based on the ads that are sent to the signal processor 209 for subscriber viewing, as shown at block 454. These billing database updates allow the advertisers to track the costs and frequency of the advertisements targeted to specific set top terminals 220 or nodes of set top terminals 220. Following the updates, the subroutine returns to the advertisement targeting sequence shown in FIG. 28, block 456.

Detailed Description Text (386):

The Additional Bandwidth method allows the network controller 214 to run through a set top terminal's specific correlation algorithms and target specific commercials from hundreds for each set top terminal 220. This method allows for the greatest customizing of targeting and allows for a greater selection of commercials to be shown. Only after a commercial advertisement is selected by the network controller 214 for the specific set top terminal 220 does transmission of the commercial occur.

CLAIMS:

3. The method of claim 1, wherein the group assignments are determined based on at least one of Area of Dominant Influence (ADI), zip code+4, demographic data and programs watched data, the group assignments being updated to reflect changes in the ADI, zip code+4, demographic data and programs watched data.

**WEST****End of Result Set**☐

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L3: Entry 4 of 4

File: USPT

Aug 17, 1993

DOCUMENT-IDENTIFIER: US 5237681 A

TITLE: Relational data base memory utilization analyzer

Brief Summary Text (5):

Computer data bases can be classified into three main categories: Hierarchical, Network, and Relational. This invention concerns itself with methods and apparatus for analyzing relational data bases which store data in independent tables based on various mathematical algorithms.

Detailed Description Text (14):

Dynamic data may be thought of as information which is needed temporarily to process calls. Dynamic data is used and then discarded whereas static data remains stored in the data base. Static data generally consists of long term information such as customer phone numbers, the aforementioned features and services associated with a particular phone number, etc.

Detailed Description Text (15):

Static data in the relational data bases included in the 5ESS switch is the "work piece" for the invention, i.e., the specific memory component of the 5ESS memory structure being analyzed (to determine data population) in the exemplary context in which the invention may be used. The relational data base (in particular the input static portion of a 5ESS data base) may also be thought of as the physical item being transformed (by the illustrative embodiment of the invention) into data population information.

Detailed Description Text (20):

The next area within the data base structure depicted in FIG. 2 is "unprotected" area 203. The term unprotected indicates that the data is dynamic (changeable), and is usually associated with some phase of the call process. There are no copies made or maintained of dynamic data outside the switch module, hence the name unprotected area. An internal switch module corruption in this area is not usually repairable.

Detailed Description Text (21):

Following the unprotected area, FIG. 2 depicts "protected" areas 204 and 205. The term protected is used because these areas are backed up on administration module 101. The protected areas contain static data and include non-redundant office dependent data (NRODD), in block 204, and redundant office dependent data (RODD), in block 205. These areas are also shown in each SM depicted in FIG. 1.

The logo consists of a horizontal rectangular bar with a textured, metallic appearance. The word "WEST" is centered in the bar in a bold, sans-serif font.**End of Result Set**☐

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L7: Entry 57 of 57

File: USPT

May 23, 2000

DOCUMENT-IDENTIFIER: US 6067107 A

TITLE: Response capacity management in interactive broadcast systems by periodic reconfiguration of response priorities

Abstract Text (1):

A system and method allow for the periodic re-configuring of broadcast receivers to control their storage of responses to interactive applications during a polling period. A broadcast server maintains a database of interactive applications each preferably associated with a program that will be broadcast. When the program is broadcast, an interactive application is inserted into the broadcast feed and delivered to a broadcast receiver such as a television set-top box. The broadcast receiver includes a processor, memory, and other hardware necessary to execute the interactive application. When executed, the interactive application generates a response which is transmitted to a local data center at, for example, the cable head-end. Generated responses have specific types. To manage the number and capacity of the system to receive responses, priority values are assigned to responses of different types. The priority values are based on the value of the responses to the provider of the interactive application, and established with respect to total response capacity, and an estimated response volume during a polling period. These priority values are assigned or updated preferably once each polling period, and transmitted to and stored in the broadcast receivers. Each broadcast receiver uses the priority value assignments to determine if it will execute and store responses for a currently received interactive application, or reserve memory capacity for higher priority responses.

Drawing Description Text (5):

FIG. 4 is an illustration of the data analysis of a response schedule for a polling period.

Detailed Description Text (6):

There may be a plurality of broadcast servers 110, with each broadcast server 110 serving a particular geographic area, set of broadcasters, or set of subscribers. In one embodiment, each broadcast server 110 is identified by a unique server identification code.

Detailed Description Text (16):

Regardless of transmission method and insertion time, the broadcast data 117, including the interactive application, is received by a subscriber's BR 120. Although only a single BR 120 is illustrated in FIG. 1, it is understood that in a typical embodiment there are hundreds or thousands of BRs 120 receiving the broadcast data 117 and responding as described herein. In particular, each broadcast receiver 120 may individually set and establish reminders for broadcast and non-broadcast events as desired by their respective users. In a typical embodiment, the BR 120 is a television set-top box receiving the data 117 via a coaxial cable. Additionally, the BR 120 may be integrated into the television. Moreover, other broadcast receivers, including a NTSC broadcast receiver, a high-definition television digital receiver, a video cassette recorder, or a FM radio receiver can also be used.

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L7: Entry 53 of 57

File: USPT

Jul 17, 2001

DOCUMENT-IDENTIFIER: US 6263313 B1

TITLE: Method and apparatus to create encoded digital content

Brief Summary Text (15):

Yet, still another reason digital content providers have been slow to adopt electronic distribution for their content is lack of standards for creating digital players on end-user devices for electronically delivered content. Content providers, electronic stores, or others in the electronic distribution chain may want to offer customized players on a variety of devices such as PCS, set-top boxes, hand-held devices and more. A set of tools that can handle the decryption of the digital content in a tamper resistant environment, that is, an environment to deter the unauthorized access to the content during playing by a third party is needed. Moreover, a set of tools is needed to enable an end user to manage of a local library of digital content without allowing the end user to have access to the content for uses other than what was purchased.

Detailed Description Text (145):

The Clearinghouse(s) 105 keeps a record of all transactions and can report them to responsible parties, such as Electronic Digital Content Store(s) 103 and Content Provider(s) 101, on an immediate, periodic, or restricted basis. This reporting is a means by which Content Provider(s) 101 can be informed of the sale of Content 113 and the Electronic Digital Content Store(s) 103 can obtain an audit trail of electronic delivery to their customers. The Clearinghouse(s) 105 can also notify the Content Provider(s) 101 and/or Electronic Digital Content Store(s) 103 if it detects that information in a SC has been compromised or does not comply with the Content's Usage Conditions. The transaction recording and repository capabilities of the Clearinghouse(s) 105 database is structured for data mining and report generation.

Detailed Description Text (217):

101. Its filename is input into the Work Flow Manager 154 Tool along with the Content Provider(s)' 101 unique identifier for the Content 113.

Detailed Description Text (218):

122 Metadata is captured from the Content Provider(s)' Database 160 by the Content Information Processing Subsystem using the Content Provider(s)' 101 unique identifier for the Content 113 and information provided by the Database Mapping Template.

Detailed Description Text (335):

Content ID--A part that defines a unique ID assigned to a Content 113 item. There is more than one Content ID included in this part if the Metadata SC(s) 620 references more than one Content 113 item.

Detailed Description Text (343):

SC ID--A unique ID assigned to the SC(s) by the entity that created the SC(s).

Detailed Description Text (492):

The Clearinghouse(s) 105 maintains a Audit Logs 150 of information for each operation that is performed during Content 113 purchase transactions and report request transactions. The information can be used for a variety of purposes such as audits of the Secure Digital Content Electronic Distribution System 100, generation of reports, and data mining.